

ARIZONA ARCHITECT



MARCH 1961, Vol. 4, No.

7



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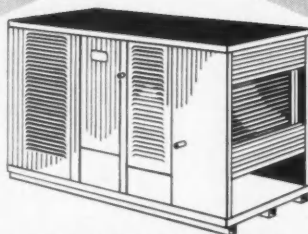
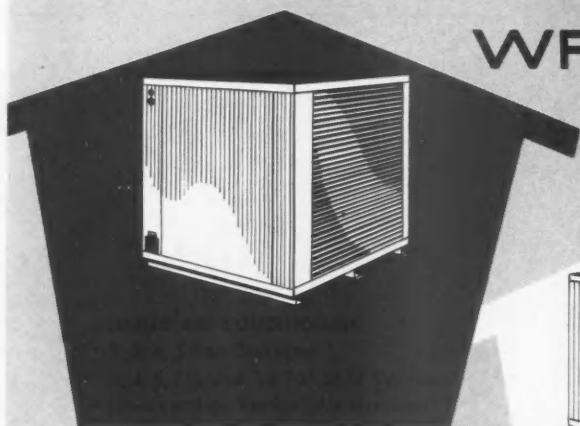
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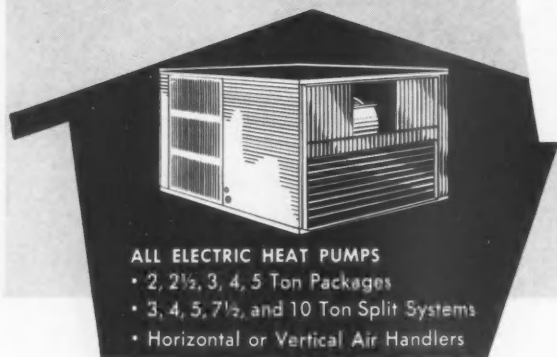
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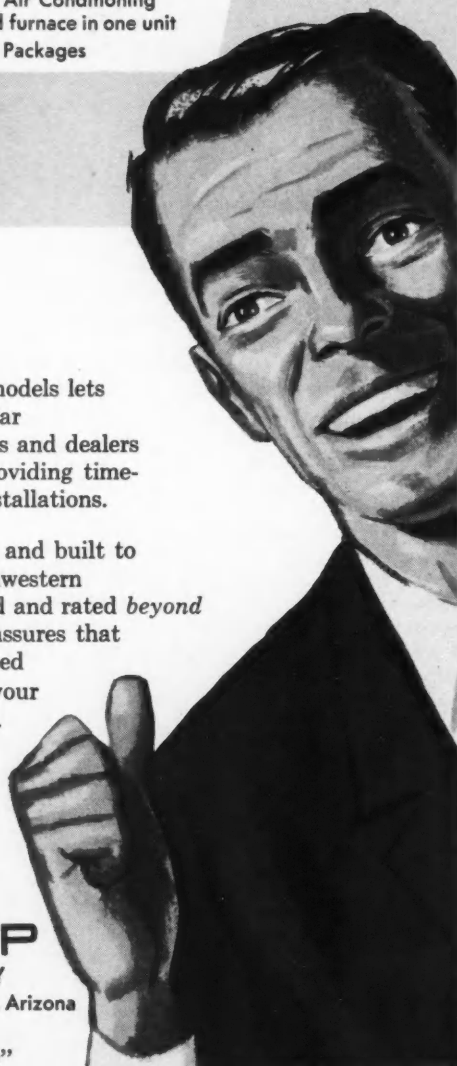
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AIA Board Endorses Federal Renewal Program

The Executive Committee of the Board of Directors of The American Institute of Architects on March 11 strongly backed the housing and community development message of President Kennedy as a "vital and long-awaited program to restore the vigor of America's cities and protect the 75 percent of our national income which they produce."



President Philip Will, Jr.

Speaking for the board of the national professional architectural society, meeting in Philadelphia to discuss its April convention there on urban design, AIA President Philip Will, Jr., said the AIA's 136 chapters and 14,000 members will be asked to support the program in their communities.

"For the first time," Mr. Will said, "we see a clear recognition of our most important domestic problem at the highest level of government — and one whose elements are stated in the correct order."

President Kennedy listed his administration's housing and community development objectives as (1) renewal and sound growth of cities and metropolitan areas, (2) provision of adequate housing for all Americans, and (3) encouragement of a prosperous and efficient construction industry as an essential component of the economy.

In a press conference called to announce the profession's support, Mr. Will singled out for emphasis the President's statement that America's cities, to recapture their economic health, must woo back middle and upper-income residents, strengthen cultural and recreation facilities, provide close-in space for business and industry, and develop effective rapid transit.

"This is a remarkably clear statement of the need," Mr. Will said. "The city cannot survive as a place of residence for only the lowest income families. Nor will pre-occupation with housing alone restore the city. Neglected and obsolete business buildings, aging and outworn community facilities, loss of amenity, and strangulation by traffic have created urban slums and swelled the exodus to suburbia, the refuge for the great displaced middle class. To date our urban renewal efforts have been too narrow and miserly to revitalize downtown, and our mortgage insurance policies have encouraged rather than slowed the flight to the suburbs and the wasteful consumption of open land."

"Consequently, it is particularly heartening to us — the professionals who must translate social needs and materials into design and structure — that Mr. Kennedy's program promises to reverse this damaging process by concentrating urban renewal and housing insurance funds in the cities themselves to cover business as well as residential properties."

Mr. Will urged broad public as well as professional support for the White House recommendation that an "effective and comprehensive planning process" be established in each metropolitan area to plan common services and needs.

"It is important," he said, "that the President speaks of increasing the total sum and Federal share of community planning grants. But it is equally important that the Federal government is willing to accommodate and encourage area-wide planning which, to be effective, often cuts across local political boundaries."

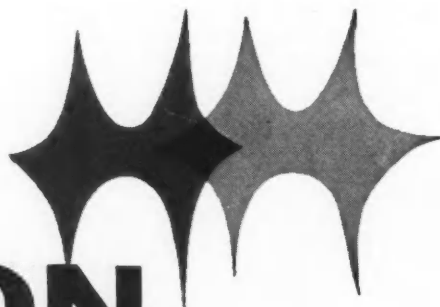
"Highway planning, restoration of the business district, preservation of open space, airport location, water and air pollution, lending and insuring for private and public housing — all of these activities are part of the legitimate design and planning process in any typical urban area. Their effective coordination is of paramount importance and it can only be accomplished by political recognition at every level of government."

Also singled out for specific praise by the AIA President were Mr. Kennedy's proposals for a Cabinet-level Department of Housing and Urban Affairs, freedom of design in housing projects, Federal urban transportation studies, and research, education, and training of skilled manpower in the fields of housing and urban problems.

"These are all pieces in the great mosaic of the American city which we must bring out of ugliness, chaos, and poverty," Mr. Will said. "It can and must be done if we are to protect what we have now and build for a population which will come close to doubling in the next 40 years. Architects throughout the nation are grappling with these problems now, though not alone. They work in collaboration with city planners, engineers, builders, and other important specialists who contribute to shaping the urban environment — and who now have a renewed obligation to work together in a common cause. This is the new architecture of our time and the most challenging design problem in any nation's history. It takes many skills and resources. Not the least of these is understanding on the part of government. To find this understanding now at the highest level of government is heartening news indeed to the professional architect."

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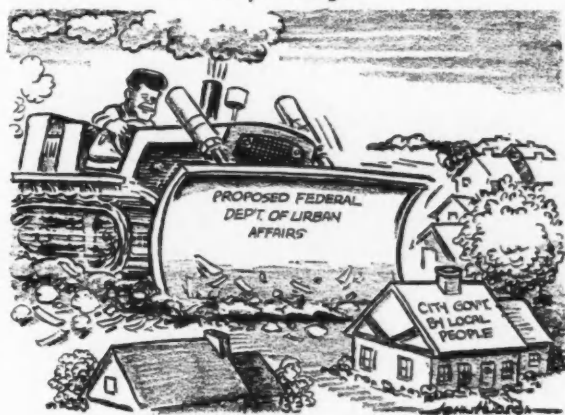
The Editor's PERSPECTIVE

THE MAYOR and city council of Phoenix, pressured by an ultra conservative local press, have done what seems an incredibly uncourageous thing.

Yielding to a political view that "federal aid" is necessarily "bad," and to avoid facing reasoned and unreasoned public pressures, the council has dissolved the city urban renewal department and repealed the city housing code — the instrument which was being used quite effectively to encourage voluntary cooperation to forestall blight.

In fairness it must be said that the city officials are faced with the problem of "selling" another large and necessary bond issue for public improvements, and apparently wanted to reduce public controversy, which both urban renewal and the housing code emotionally involve, especially in the political climate of Phoenix.

Project Target



Cartoon in Phoenix Gazette. For AIA position, see P. 5.

I am fully in agreement with those who maintain that individuals should act and provide for themselves, and that local governments should do the same rather than look to a higher level of government — whenever they *can and will act*. But I believe that if the individual, city or state can't or won't perform a needed service when it is needed, then the higher level of government should do so. This is so whether it be for highways, billboard control, slum clearance, health or education.

The trouble is that — as used by some irreconcilable segregationists in the South — the cry of "states rights" is too often uttered as an excuse and for the purpose of doing nothing, or simply to delay unwanted progress.

The Phoenix city officials — who otherwise have been doing a good job so far as I can tell — are glad enough to accept millions of dollars for highways, airports and other uses. But they can't quite bring themselves to accept federal funds for other revitali-

zation needs of their city — and in the absence of real conviction, have decided to do nothing. They're not even seeking a state law to permit tax allocation bonds for private development.

It would be fine if the council would go ahead and do the job with private and local funds if they honestly think it can adequately be done that way, and soon. If not, they should open their minds and consider the following reasons which suggest that federal assistance on such projects is not necessarily evil:

1. It is our money, after all; so why be squeamish about accepting it. The federal government has much broader tax sources than cities have.

2. If we don't accept it, we will be contributing to the improvement of other cities while neglecting our own. Also, with billions of federal dollars being spent in other cities for urban renewal, a willful rejection of a few hundred thousand federal dollars by Phoenix can do nothing but make us look ridiculous.

(These arguments are often met with the claim that it is inefficient to "send our money on a round trip to Washington" before we use it, but tax reform is another problem that should be worked on separately and on its own merits.)

3. It has been traditional in America, ever since the days of "barn-raising," for many to help one; and for government to grant land and other help to the growth of regions (homesteads and flood control), industries (railroad land and subsidies), and segments of our economy (agricultural research, atomic generators). There's nothing degrading or immoral in accepting such help.

4. A weakness of the physical character of our cities weakens the whole nation just as surely as the antics of irreconcilable "states rights" segregationists weaken America at home and in the eyes of the world.

5. With building costs rising at least three percent every year, interminable delays and argument over ideology can be shamefully wasteful.

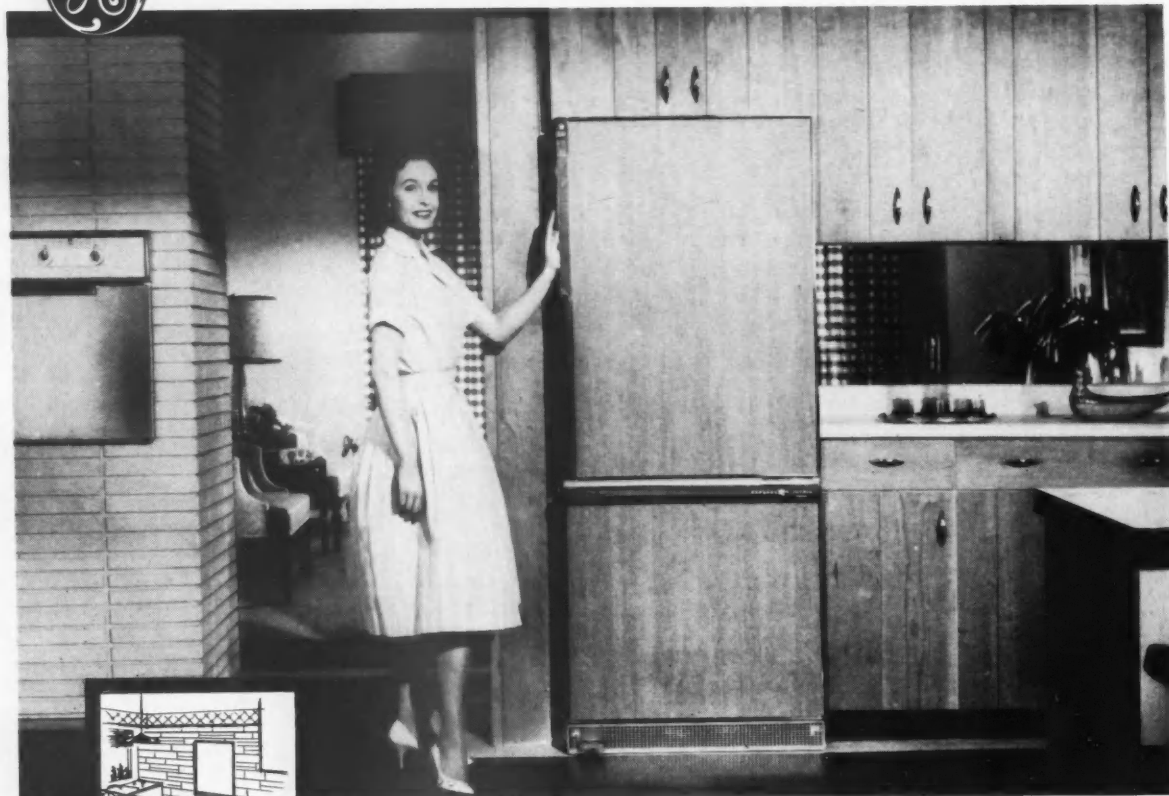
The Phoenix City Council would do well to reconsider its action, continue the Urban Renewal Department, appoint courageous and dedicated persons to the three vacancies that have been allowed to develop on the five-member Urban Renewal Board, and charge them with responsibility for making sound recommendations, dramatizing the need for renewal, and winning public and slum area support for whatever steps must be taken to redevelop them.

Phil Litt



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Urban Renewal Is Here To Stay

By ALBERT M. COLE, Vice President
Reynolds Aluminum Service Corp. of Virginia

Urban renewal is an economic, political and social time bomb; when it explodes, the impact on the nation will be of tremendous significance.

The energy released can be harnessed for good — for more jobs — more construction — better working and living conditions in our cities.

If it explodes haphazardly — without proper direction — the program could produce chaos.

Urban renewal is here to stay. Irrespective of whether the program is financed by federal, state, city or private funds, people are determined that the city will be beautiful and efficient.

We in the business community are harnessed to this explosive element. Let's take our heads out of the sand and help direct this energy.

Here are some of the detonating factors:

One example is the federal urban renewal program. It is estimated that each federal dollar spent in urban renewal results in a local expenditure of five dollars. For example, 2.5 billion dollars of federal money would result in about 6.5 billions of housing, 1.25 billion dollars of industrial construction, 1.5 billion dollars of commercial construction, 2.85 billion dollars of public and semi-public construction and 375 million dollars of site improvements.

These represent valuable markets for all local businessmen. They will also act as formidable booster shots to the national economy.

The urban renewal program is energized by many other economic elements. One further example should

be sufficient for my purpose. One city has estimated that the tax take from the urban renewal area will be increased by 700%. City after city expects increased tax returns from the areas ranging from 250% to 1000%. When we consider that the increased tax returns are on increased productive property, we encounter heady ideas.

Another delayed, but powerful element of urban renewal is the program of rehabilitation and conservation of existing sound — but substandard — commercial buildings and housing. Bulldozers are necessary to eliminate hopeless slums, but many cancerous conditions can be cured by preventive rehabilitation.

The rehabilitation program is a two-pronged one.

First, voluntary action by citizens to bring pride and profit to their business areas and neighborhoods by modernizing their stores and homes.

Second, vigorous and intelligent enforcement of codes is the muscle, the strength of the rehabilitation and conservation program. Supported by adequate, modern performance codes, together with strong consumer backing, administered by able officials with adequate budgets, the enforcement of safety and health regulations is an effective tool in the fight against decay and obsolescence in cities.

Perhaps even more important than code enforcement with respect to existing structures is the establishment and enforcement of performance codes affecting new construction. If the health and safety features of new commercial buildings and housing are carefully protected in the construction stage, the deterioration of our cities can be materially slowed down.

Urban renewal is here to stay — whether it be a federal, state, city or private program. Urban renewal is not only good business but a necessary business.

I suggest that businessmen — those interested in betterment of their own commercial areas — and those interested in selling products which contribute to efficient and beautiful shopping districts, become active in a comprehensive program of bettering the living and working conditions in your cities. I won't debate *how* you do it, I only argue that you *do*! ●

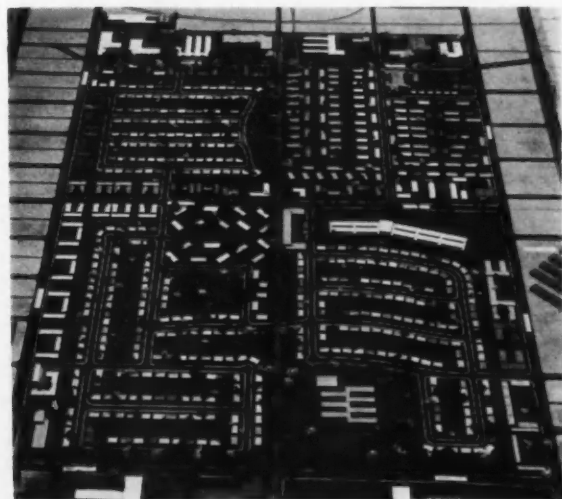


Photo shows model of proposed Southwest Redevelopment Project in Phoenix. Under 1958-59 assessed valuations, this slum area (See *Arizona Architect*, April 1959) produced only \$5,544 in city taxes, and \$25,156 for school, county and state. Under plan proposed, area would be assessed at nearly ten times the valuation, produce \$54,185 in city, and \$241,309 in school, county and state taxes. City's one-third share of net cost of project, if federal aid were taken, would be \$1,383,263. Three-and-a-half years' work and plans of Urban Renewal Department appear to have been abandoned by city council.

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The Human Side Of Urban Renewal

A Book Review

Democracy has the economic, political, and social tools to renew urban environments and to eliminate slums. This has been clearly established in many projects throughout the country — under different plans, and with varying success.

Too often there is an inclination to think of slum clearance simply in terms of economics, as when a group of bankers are appointed to a committee to study the problem. Sometimes it is thought about only in terms of housing, which is but part of the answer. Nor can urban renewal be solved by "letting the government do it" or — at the other extreme — by abolishing urban renewal departments and housing codes and looking the other way.

In *The Human Side of Urban Renewal*, by Martin Millsbaugh and Gurney Breckenfeld, published by Ives Washburn, there is a wealth of insight into the problems that must be faced in improving the environment of a city, once it has seriously declined. The book tells the story of the efforts of citizens in Baltimore, Chicago, New Orleans, and Miami, with and without official help, to rehabilitate their own neighborhoods, and what changes these brought to their own lives. Particularly revealing are the portions of the book describing the types of people who succeed in bringing about neighborhood improvements, and their dedication to the work they are doing. One such, described as "a new breed of reformer," was Saul D. Alinsky, a young Jewish criminologist and University of Chicago graduate. It was partly crime prevention that turned his interest toward the Chicago slum area known as Back of the Yards, and partly his passionate sympathy for making democracy work by giving the underdog a break. He said:

"The study of crime opened up a whole vista of social disorganization. Unemployment, malnutrition, disease, bad physical environment . . . They are not isolated but interdependent phenomena. The typical council of social agencies makes the mistake of attacking them separately, notably the problem of juvenile delinquency. Such councils, moreover, do not attack the basic forces in the community and in the nation that create the slums and their evil by-products. They come to the people of the slums not to help them rebel and fight their way out of the muck. Most social work does not even reach the submerged masses. Social work is largely middle-class activity and limited by a middle-class psychology. In the rare instances

where it reaches the slum dwellers it seeks to get them adjusted to the environment so they will live in hell and like it. A higher form of social treason would be difficult to conceive. Because it cannot and will not get down to the roots of our economic and social evils, the conventional community council retreats into a sphere of superficial amelioration and a static, segmental kind of thinking. Is it any wonder that the slum dweller despises this attitude . . . ?"

In view of the vocal opposition to the Phoenix housing code by a local minister, which led to repeal of the controlling ordinance, and also in view of proposals that President Kennedy's Peace Corps idea might be applied for service in this country, the following passage from the book was provocative:

"One thing led to another. The Church of the Brethren's international Volunteer Service heard about the Pilot Program (in Baltimore), and a group of young volunteers came to live and work in the neighborhood during the rehabilitation effort. Led by Vernon Hoffman, a sociologist just returned from two years in the rural slums of Puerto Rico, these young men and women each spent a year of their lives helping all those among the Pilot Area residents who were willing to help themselves. The Volunteers cemented cellars, built fences, painted woodwork and carted away trash. They organized "street showers" and games for the children of the neighborhood, and helped the Neighborhood Committee with the chores of doorbell-ringing and record-keeping.

"One of the churches in the Pilot Area also played a key role. This was the Knox Presbyterian Church, led by a wiry, broad-minded West Indian Negro, the Rev. H. Octavius Graham. (His church) became the center for sports, dances, club meetings, Boy and Girl Scout troops and nursery school. It was also the meeting place for large Pilot Program gatherings, and the Rev. Graham welcomed all residents, all leaders and all groups."

Here are a few observations on the lessons learned from study of the several projects studied and reported by the authors, whose objectivity and candor are disarming:

"Rehabilitation works a change in the teenage attitudes that may underlie antisocial behavior . . . hoodlum gangs were no longer heroes to younger children . . . vandalism fell far below (the expected).

"Individuals and families . . . learned to deal with their own problems much more adequately . . . Resi-

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dents found they could handle not only housing problems, but many others besides.

"Those who met the residents face to face, and learned their problems firsthand, learned to have a great deal of respect and sympathy for the average blighted-area family. Those who administered, analyzed, or advised from afar, however good their intentions, seldom completely understood the problems. As their distance from the neighborhood increased . . . so did the chance that their attitude toward it would remain frozen.

"The gratefulness of slum dwellers for simple results like good plumbing and the absence of rats, the friendliness of neighbors who have struggled together, the aspirations of children and the raised horizons of parents — these things alone make rehabilitation worth while.

"Uniting to fight blight, residents remained together to achieve other gains they had not thought possible. This sort of neighborhood solidarity — of small-town unity inside a great metropolis — may prove to be a key to the rebirth of cities . . . People who have mastered their physical environment can turn their attention to the fulfillment of their cultural and spiritual needs. And in mastering their environment through neighborhood morale and rehabilitation, they may discover for themselves a new pattern of democracy — a pattern for tomorrow's urban area." . . . P.S.

TO COUNTER BLIGHT AT THE CORE

For many years American cities tended to decay around the center. As the core of merchandising, banking, and administering expanded, surrounding residential areas progressively deteriorated. Then, with the coming of the automobile and the spider web of radiating and peripheral highways, the central core began to crumble.

What to do? Counterweights thrown in must be massive enough to overbalance the blight, else they are swallowed up by it. Boston's widely publicized Prudential Center, now over six months building, is a promising example — hotel, apartment houses, auditorium, stores, and parking garages surrounding a 52-floor office building on a 32-acre site.

The latest project we have seen proposed is for St. Louis — a 50,000-seat athletic stadium surrounded by two 22-story office buildings, a 750-unit motel, a merchandising plaza, and parking facilities for 7,200 cars. The development, still in the promotional and drawing-board stage, is to cover 27 square blocks of a now-blighted area, adjoining the Jefferson National Expansion Memorial.

Such centripetal endeavors to counter centrifugally caused decay are encouraging, provided — provided the problem of public and private transportation in and out of the urban focus is also solved.

— *Christian Science Monitor*

National AIA Committee Meets At Tempe

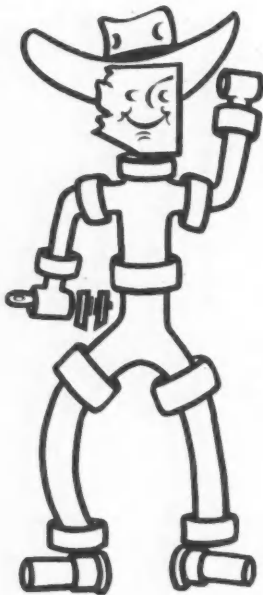
The spring meeting of the Religious Buildings Committee of The American Institute of Architects was held in Tempe the 15th and 16th of March. The committee is working on a booklet scheduled to be issued next fall that will formulate for all architects a summary of beliefs by the various faiths, together with an outline of the building requirements desired by each denomination. The committee has been

working on the project for more than a year.

Attending the meeting were (from left, in picture below): Anthony Ferrera, AIA, Washington, D. C.; Brother Cajetan J. B. Baumann, OFM, FAIA, New York City; Kenneth Richardson, AIA, Portland, Ore., committee chairman; Martin Ray Young, AIA, Mesa, Ariz., host member; and Clinton Cowgill, FAIA, Washington, D. C., representing the AIA staff.



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Architectural Practices in MEXICO



BY ROBERT ENGELKING

Mr. Engelking, a native of Texas, graduated in architecture from the University of Texas, and has spent all his professional life in Mexico.

Because of Arizona's proximity to, and increasing interest in Mexican architecture, this interesting article is reprinted from Texas Architect.

Almost every architect in Mexico is accustomed and resigned to hearing three prefixes to his name: "Arquitecto.....," "Ingeniero.....," or "Maestro.....," He will answer to any of the three titles. Why not? He will be hearing them as long as he is in the profession.

This confusion of the architect with the engineer and with the master mason is an excellent indication of the evolution of the architect's status in Mexico. It is a carryover in many ways from the early European concept of the architect as a master craftsman who knew more about construction than anyone else in the neighborhood and personally designed, directed, supervised, and built whatever there was to be built in very close administrative contact with the workmen on the job. To this day the Mexican architect is more related to the process of actual construction than is his northern colleagues.

As owner's representative, he not only designs the building, but he or his office often also acts as paymaster for the workmen. He lets sub-contracts directly, he purchases materials and keeps the job accounts, presentable to the owner, who pays only on receipt of the architect's accounts. He, the architect, can make changes or revisions of the original design on the job, directly and without too much bother, delay and rewriting of contracts and specifications. In effect, the architect often assumes the administrative role of the general contractor, although he is repaid by professional fees and not from the profits derived from a fixed bid. Even on large jobs, it is not uncommon to find that there is not a general contractor set-up, but an architectural administration working with a group of subcontractors, usually men who have collaborated with the architect for many years on previous constructions.

This system has its advantages and its drawbacks. The enormous advantage to the architect, naturally, is the streamlining of the entire process of project preparation. Detail drawings can be simplified and reduced, specifications can be abbreviated to the point of casual description and legal contract procedure can be dispensed with, if there is no general contractor to explain things to, and to end up in a hassle with. Changes in design details do not require a contract revision, if there is no contract. The architect has more freedom of action on the job and maintains a much closer contact with the many phases of the work progress than would be the case if he were limited to the professional role usually assumed by the architect in the United States. His association with the workmen on the jobs is more direct and

For Architects! Engineers!

To help you design and create modern buildings, using the latest information and techniques on unit masonry construction, a series of informative noon-time programs is being sponsored by the Masonry Industry Program of Arizona and the Arizona Masonry Guild.

Architects and engineers are cordially invited as guests of the industry.

The next luncheon meeting covers:

Concrete Block in Unit Masonry

Date: Friday, April 28, 1961

Time: 12:00 to 12:40 p.m. — Lunch
12:45 to 1:35 p.m. — Program

Place: Arizona Ranch House Inn
5614 North Central Avenue
Phoenix, Arizona

Plan Now To Attend Friday, April 28

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informal than would be the case where the work is given to a general contractor.

The disadvantage to this system of simplified project preparation and control lies in the fact that the architect tends to oversimplify and slur the drawings to the point where details and finish work suffer in quality. This depends, of course, on the individual architect himself, and on the quality of the work that he proposes to turn out.

From a design standpoint, there is no doubt that the system of architectural administration provides flexibility for new, later ideas and changes which cannot always be foreseen when the project is on the drawing board. There is nothing like waiting until a unit is almost built, in order to be able to visualize as to how to go about the final decoration — it's so much easier that way. Actually, if the owner has the money and acquiescence necessary for such procedure, there is no better way to design than to build the thing along the lines that seem best on paper and then tear down all those parts that aren't pleasing, once they're up, and re-do them according to the realities of a three-dimensional criteria, plus any last-minute inspirations that come to the designer's mind.

I regret to say that this fine old free-wheeling system of construction procedures is slowly being replaced by those mundane practices so often employed in other parts of the world. As architectural offices and building projects get larger, and as the technical complexity of the buildings' components grow more nightmarish, the general-contract system necessarily emerges as the most feasible form of delegation of activities.

Regardless of the administrative system employed, the Mexican architect enjoys a whole series of inestimable advantages that his Yankee colleagues would give their eye teeth to have:

1. There is an endless variety of available local materials, relatively inexpensive in price, that he can freely incorporate into his designs. Since Mexico is largely a mountainous country, building stone can be obtained in almost any type that could be wished — lava, sandstone, shale, limestone, marble, onyx, granite — all in varied colors and textures. There are at least forty hardwoods to be selected from, at nominal prices. Cast bronze, cast and wrought-iron, copper, brass, hand-blown glass, leather, finish details are easily obtainable, at very low costs, from custom designs made by the architect. A large arts-and-crafts industry provides the designer with hand-woven straw betates, hand-woven textile accessories, hand-carved wood details, tiles and ceramics, stone carving, and a host of other crutches to faltering creativeness. With all these aces up his sleeve, the architect has to try hard to lose.

2. Construction labor costs are low, compared to the United States for instance. An unskilled laborer

or peon makes around one dollar a day for an eight-hour shift; a skilled mason will make one dollar and a half to two dollars a day; a master plasterer will make three dollars a day, — that is, if he's good.

The right-or-wrong aspect of these low wages can certainly be discussed, but the net result of this situation is that the architect can afford to specify many hand-finished details and effects that would be economically impossible in other countries.

3. The climate is good, which means that you don't need to worry about pitched roofs, snow loads, double windows, and all those other grim considerations that must be faced by the northern architect. Expanses of plate glass, interior-exterior space intermingling, water and plant relations — all these tropical tricks can be utilized without unduly disastrous functional objections. Any heating systems that need to be installed are merely symbolic when compared with their Michigan counterparts.

4. Mexico is a land of sharp mountains and deep valleys — this up and down effect forms a wonderful stage setting for any architectural production worthy of the name. Even a hamburger hut looks infinitely better against a background of purple hills, blue sky, fluffy clouds and tall, heavily-leaved trees. You can't lose.

5. And, best of all, the Mexican architect has that priceless item — a clientele that isn't afraid to try out new ideas, designs and effects, on any level of construction. The owner will give the architect a chance to try anything — once. This *carte blanche* makes life worth living.

VIVA MEXICO!

—AIA—

Art Slides Available At U. of A.

Receipt of 2,500 color slides in the field of American art brings the number of slides available for study in The University of Arizona's College of Fine Arts to a total of 15,000.

Dean Sidney W. Little said the new acquisition, made possible through aid of the Carnegie Corporation of New York, "is rich in examples of the arts of the American Indians as well as in many other phases of our national culture."

Among the 2,500 new slides are reproductions representing a survey of the nation's art heritage from 17th century colonial times to the present.

Concurrently with receipt of the "Arts of the United States" slide collection, Little announced that the College of Fine Arts has slide reproducing equipment available for duplicating any of the 15,000 slides in its total collection. "We are now in position to supply representative examples of art and architecture from our collection at very small cost," he pointed out, adding that those in need of such materials should contact his office at the U of A.

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Architect: Arthur T. Brown, AIA

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Eighteen

PHILADELPHIA CONVENTION TO DRAW RECORD TURNOUT

An all-time record turnout of more than 3,000 architects and their wives has been predicted for the 1961 national convention of The American Institute of Architects in Philadelphia April 23-28. The convention will provide the most extensive schedule of social events ever arranged for an AIA convention.

The six-day Host Chapter program beginning April 23 includes a total of 19 separate events ranging from a full-dress command performance of the Philadelphia Orchestra to intimate cocktail and dinner parties at the private homes of Host Chapter members.

These are all in addition to the professional discussions, awards presentations and business sessions which make up the formal program of the Convention.

The social program leads off Sunday, April 23 with an interdenominational rededication service at historic Christ Church in the shadow of Independence Hall, the Convention symbol. This will be followed by a guided tour of the Independence National Historical Park and the adjoining "Society Hill" area where the Colonial flavor of Old Philadelphia is being re-created in one of the most outstanding urban redevelopment projects in the nation. A buffet supper at the classic Old Custom House and an illustrated talk by Major General Thomas North, secretary of the American Battle Monuments Commission, will cap the day's program.

Monday, April 24, will be Chapter President's Day, beginning with a luncheon at The Franklin Institute in honor of all Chapter officers. The Women's Committee is sponsoring a tour of historic mansions in Fairmount Park and a tea at the Philadelphia Museum of Art. In the evening there will be a reception at the Art Alliance opening a unique exhibition of original prints and drawings tracing the history of Philadelphia Architecture back to 1680.

Alumni luncheons of the architecture schools are scheduled Tuesday, April 25, including special homecoming campus tour for sons of the University of Pennsylvania. An afternoon house and garden tour and clothesline art sale in and around Rittenhouse Square is planned for the women.

The unquestioned highlight of the Convention will be the Tuesday evening concert by the Philadelphia Orchestra, under the baton of Eugene Ormandy, in a performance of "music of architecture." Following the concert a midnight buffet and ball will be held at the Bellevue-Stratford Hotel, convention headquarters.

Wednesday afternoon, April 26, is reserved for bus

ARIZONA ARCHITECT

tours of the city to give visitors a first-hand look at the urban renewal and redevelopment projects which are making over Philadelphia. At tea time the Women's Committee will hold a reception with renowned artists of the region at the Pennsylvania Academy of Fine Arts.

A special matinee performance of an original comedy titled "There's Something About It" is scheduled for Thursday afternoon, April 27. And preceding the Annual Dinner, convention visitors will be guests at the homes of several hundred Philadelphia architects, artists, planners and civic leaders.

An all-day women's tour to the fabled Longwood Gardens and Henry Francis duPont Winterthur Museum will feature the closing day's program on Friday, April 28. For the men, there will be informal group visits to recent architecture in and around Philadelphia. In the evening, visitors will be invited to cocktails and buffet supper at the town and country homes of local architects.

A committee of more than 75 Philadelphia architects has been working for more than three years planning the details of the convention under the chairmanship of Beryl Price.

—AIA—

SOUTHERN CHAPTER PAMPHLET CHOSEN DOCUMENT OF MONTH

The national AIA Chapter Affairs Committee has selected the pamphlet "Buildings of Architectural Significance in Tucson" as Document-of-the-Month for March, 1961. Published last October by Southern Arizona Chapter, in collaboration with *Arizona Architect*, the folder describes nine notable Tucson buildings, and lists others. It was illustrated and designed by Kirby Lockard.

The AIA has sent copies of the pamphlet to all chapters and state organizations with recommendation that it be passed on to public relations chairmen and other interested committees, and kept in permanent files.

The citation read: "The Southern Arizona Chapter has provided an answer to the frequent request from laymen and visiting architects from all over the world for information on what to see in Tucson, architecturally speaking. The Chapter has made this inexpensive but handsome pamphlet available in quantity to the local Chamber of Commerce, libraries and other agencies that greet the public visitor.

"By giving architects credit for the buildings, locating the structures on a simple map and listing all members of the chapter, an effective public relations tool has been created."

Free copies may still be obtained by sending a stamped, addressed envelope to *Arizona Architect*, P. O. Box 904, Phoenix 1, Arizona.



To the scientific mind, kite flying had remained in rather low repute — until Benj. Franklin took it up. But look what he did with it! Sometimes it pays to try the untried.

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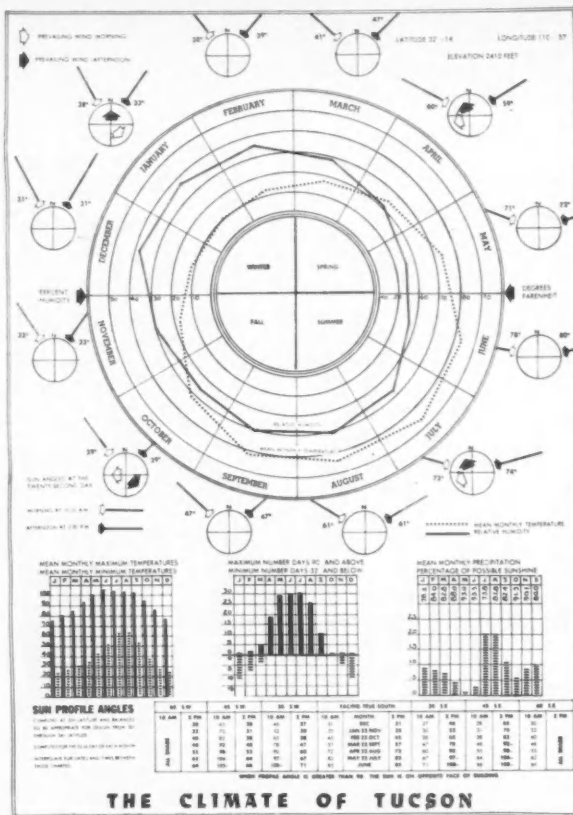


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Phoenix, Tucson Climates Charted; Available In Convenient Form

A convenient compilation of sun angles, prevailing wind directions, temperatures and humidity throughout the year for both Tucson and Phoenix, has been developed by Dean Sidney W. Little, AIA, and published in convenient chart form. Gathered from data furnished by the U. S. Department of Commerce and the University of Arizona weather station, the charts will be useful to architects, designers, landscape architects and others, including real estate agents, home builders and motel owners.

Both Phoenix and Tucson charts are printed back to back on heavy cardboard stock in easy-to-read size.

Sold for \$2 postpaid, the double-chart may be obtained by sending check for that amount to Sidney W. Little, AIA, 7319 North Village, Tucson, or to Reproductions, Inc. at 234 East 6th Street, Tucson.

—AIA—

A London dispatch recently reported that Holy Trinity Church of Mile End, in a slum on London's east side, will install bullet-proof windows.

According to the vicar, "Stone-throwing has reached such proportions that anything less tough would be money down the drain."

ARCHIE



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A good building deserves the kind of foundation that you **know** will make it stay put. And that requires the kind of certain knowledge that comes from competent testing by experts.

In the late afternoon of Wednesday, April 26, Arthur T. Brown, Tucson, will hear his name called out before a large group of distinguished architects and visitors assembled in the Philadelphia Museum of Art.

In formal dress, he will be escorted down a staircase and be presented to the President of The American Institute of Architects, who will announce that Arthur Brown has been elevated to the College of Fellows of the Institute in recognition of the excellence of his designs. A gold medalion will be placed around his neck, suspended by a yellow silk ribbon.

The former president of the Arizona Chapter will become the first architect of his state to be so honored.

Elsewhere in Philadelphia there will be a showing of three of Brown's works: Faith Lutheran Church and the Southside Presbyterian Chapel in Tucson, and the Van Sickland residence at Tubac.

The soft-spoken, gentlemanly and able Arthur Thomas Brown, FAIA, has the congratulations, good

ARTHUR T. BROWN ELEVATED TO FELLOWSHIP

wishes, and respect of the entire profession in Arizona.

In addition to Arthur Brown, of Arizona, two other architects of the Western Mountain Region will be elevated to Fellowship in the Institute at Philadelphia. They are Frederic Hutchinson Porter, Sr., of Cheyenne, Wyoming, present regional AIA director, and Roland Leonard Linder, Denver, Colorado.

Both men are being recognized for distinguished service to the Institute.

By action of the AIA Board of Directors, various colors of ribbons will now denote the classification for which Fellows are elected. Heretofore, medals were hung on maroon ribbons; hereafter they will be: Yellow — Design; Tan — Science of Construction; Light Blue — Literature; Deep Blue — Education; Green — Service to the Institute; and Red — Public Service.

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Dean Sidney W. Little, AIA, College of Fine Arts, University of Arizona, Tucson; and James W. Elmore, AIA, Director of the School of Architecture, Arizona State University, Tempe; each received a check for \$200 from Lee Churchill, president of the Arizona Masonry Guild, Inc., and a trustee of the Masonry Industry Program of Phoenix. The money will be used as awards in the second annual architectural student competition to be held this spring semester at each university on the subject of unit masonry design. The presentation was made during the February 24 informational meeting in Phoenix sponsored by the Guild and Masonry Program.

Arizona Masonry Guild Elects

New officers and directors of Arizona Masonry Guild, elected for 1961, are: Lee Churchill, masonry contractor, president; M. E. Wagoner, Superlite, vice president; Clinton Campbell, Phoenix Brick Yard, secretary; Milton Harvey, Wallapai Brick & Clay Products Co., treasurer. Also serving with the officers on the board of directors are Orville Gannon and Charles DeWitt, masonry contractors; E. O. Phlegar, United Materials Company; Norman Hoff, Union Rock & Materials; and Virgil Griner, Arizona Flagstone Co.

The slate was elected at the January 30 annual meeting of the Guild.

PAUL THOMAS IS N.C.M.A. VICE PRESIDENT

Paul M. Thomas, General Manager of Superlite Builders Supply, Phoenix, has been elected to one of National Concrete Masonry Association's major offices as Regional Vice President. In this post, Mr. Thomas will represent the interests of NCMA members in Alaska, Arizona, California, Hawaii, Idaho, Nevada, Oregon and Washington. Mr. Thomas was officially installed as vice president in ceremonies conducted during the Association's recent annual convention in Detroit, Michigan.

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High Lift Grouting Method Explained At Masonry Meet

Approximately 150 architects, engineers and industry members attended the luncheon session of the Arizona Masonry Guild and Masonry Industry Program on February 24 to hear two San Franciscans show their new system of reinforced masonry construction using high lift grouting. The program was another in the series of informative monthly noon-time events now in its second year.

Featured at the February meeting were Robert W. Harrington, manager of the Clay Brick & Tile Association, with headquarters in San Francisco, and Oscar Persons, a prominent west coast masonry contractor. Both were involved in development of the system, designed to lower costs of construction through the use of mechanized equipment and the laying of courses up to 12 feet before grouting.

The new method has been thoroughly tested and the results were shown with the aid of moving pictures. A progress report of the testing project has been printed under the sponsorship of the Masonry Joint Industry Board. Copies were furnished to those who attended, and may be obtained by architects and engineers from the Arizona Masonry Guild, 1111 North 1st Street, Phoenix.



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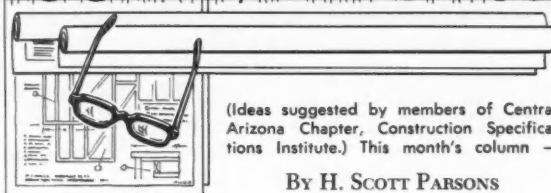
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LOOKING AT THE SPECS



(Ideas suggested by members of Central Arizona Chapter, Construction Specifications Institute.) This month's column —

By H. SCOTT PARSONS

Here are three procedures that will help improve your specifier's product. We are assuming that the specifier is someone other than the architect, or his designer, project manager, job captain, etc., in which case communication between the source point of the structural concept and all of his assistants is of prime importance. The responsibility for accurate and thorough communications lies with this conceptual source point.

(1) After the program and budget for a project have been set, include the specifier in conferences with the client and other consultants or suppliers and materials men, especially if materials and methods are to be discussed; or at least provide him with a copy of the conference notes. It is one matter for a supplier to convince the architect and owner that his product should be used, but quite a different matter for the specifier to gather the proper information to specify the item. The early, minute examination of a

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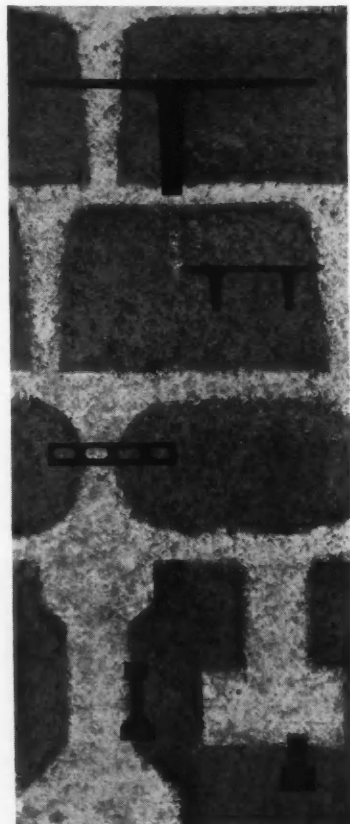
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product by the specifier (who, when experienced, usually becomes sort of a technical skeptic), may well modify the design for incorporating the product into the structure or might even force reconsideration of the use of the product.

(2) Write it down. Old stuff, but most important when there are many draftsmen and several consultants working on a project. It is not only wasteful of time and money to fail to inform all concerned of changes of concept, but sometimes downright pitiful to see vast areas of drawings and specifications redone just before deadlines only because somebody didn't get the word.

Have the draftsmen jot down all necessary references to items in catalog sources which they have utilized in the development of their details. Projects may be in the drafting room for well over a month and items which are the last ones specified may be the first ones drawn. If this source data is not recorded it is often difficult to retrace one's thoughts to the name, rank and serial number of the product which solved all of the draftmen's problems.

Once a set of drawings has been issued to the specifier, keep written notes of all changes made in these sheets. References do not have to be detailed or minute, but should be sufficient to cause the specifier to re-analyze the situation referenced for any effect it may have on his completed work.

(3) Route the checked sheets of the final check set of drawings via the specifier prior to distribution

to the draftsmen who are to make the corrections on the tracings. On these sheets the late changes are sufficiently flagged, usually in red pencil, so as to be easily detected and studied by the specifier. If these changes are made on the tracings and corrected prints are sent to the specifier the changes are considerably more obscure and may not be picked up until the job is under contract.

This closer rapport between specifier and designer results in fewer errors, better quality and better execution of the intended design with no real increase in effort on the part of the architect's staff. Just a bit more consistency in the dissemination of revised concepts will pay big dividends during the bidding and construction phases of the project.

— AIA —

BUILDING CONTRACTS UP

Building contracts in the metropolitan Phoenix area during January ran 13 per cent ahead of the January 1960 dollar volume, F. W. Dodge Corporation has reported.

The construction news and marketing specialists gave the value of the contracts — residential plus non-residential — at \$18,779,000. (Heavy engineering contracts are not included in the figure.)

Dodge listed non-residential contracts at \$5,994,000 for the metropolitan area consisting of Maricopa County. This was 28% over January, 1960.

Residential contracts totaled \$12,785,000, up 7%.



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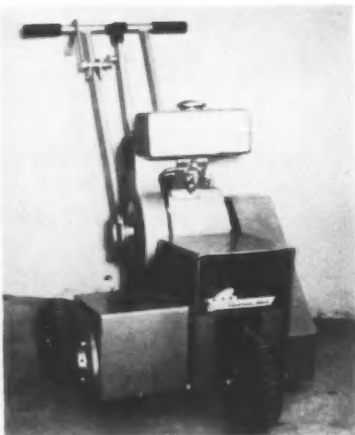
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Equipment Development Company, Inc. has announced the addition of the "Edco Concrete Plane" to its line of construction equipment. The gasoline powered, heavy duty unit, is designed to remove excess concrete and asphalt from slabs, roadways, bridge surfaces, airport runways, parking lots, etc.

A series of high carbon steel cutters, rotating at high speed and completely adjustable, will remove a traffic line or "cut" the surface of a slab $\frac{1}{2}$ " deep and 5" wide quickly and better than ever before. A quick disengage level gives the operator complete control of the planer at all times. Worn cutter assemblies can be changed in less than 3 minutes. Large rubber tired wheels enable the operator to move the unit easily over the work area.

For additional information, write or call, Equipment Development Company, Inc., 2700 Garfield Ave., Silver Spring, Md.

A dramatic advance in stadium and auditorium seating — contoured individual tilt-up plastic chairs — has been announced by Pacific Seating Corporation, Gardena, California.

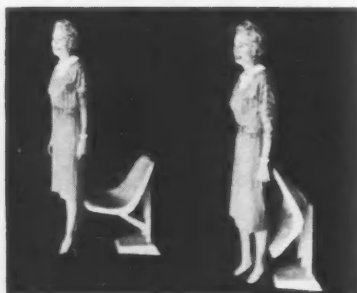
The new seats, to be known as "Contours," are available at less cost than traditional spectator seating, yet provide a new degree of comfort, beauty and ease of maintenance.

Molded of rigid one-piece fibreglass-and-nylon plastic, the new "CONTOURS" are available with or without arms and in a variety of decorator hues.

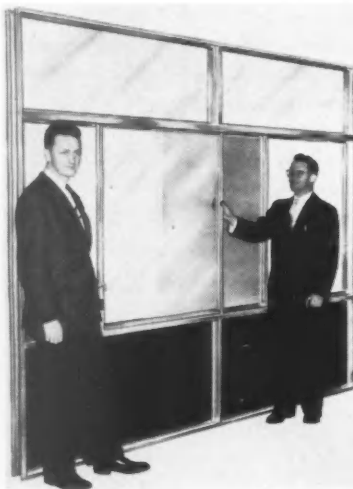
An exclusive new tilt-up feature instantly creates wider aisles for more rapid and pleasant passage. Three-fourths of a foot is added to the aisle when the "Contours" are placed in the tilt-up position. Only slight pressure from the spectator's leg is required to lift the seat.

The durable, weatherproof "CONTOURS" are easily cleaned, and their molded-in colors eliminate the frequent paint jobs required by wooden seating. They are available with padded seats and backs, and are available for attachment either to stadium risers or to interior floors.

An illustrated brochure and detailed specifications are available by writing Pacific Seating Corporation, 13924 Western Avenue, Gardena, California.



Twenty-six



A new line of residential light construction window wall panels, designed for use in homes, as well as in small office buildings, clinics, neighborhood banks, small schools and other light commercial structures, has been introduced by the Glidorama Division of Whizzer Industries, Inc., Pontiac, Michigan.

The new Window Walls are constructed of lightweight extruded aluminum sections, and are supplied as a package unit, ready for erection. The new maintenance-free wall units are offered with a variety of horizontal gliding window styles, fixed window sections, single and double glazing, Perma-Pane insulated glass, sandwich panels, etc. In addition to standard modular units, the residential light construction window walls are available in sizes and shapes to meet architectural specifications.

The new product will be marketed through Glidorama's established network of dealers and distributors now handling the company's line of commercial aluminium windows and custom aluminum window walls. For information, write Glidorama Division, Whizzer Industries, Inc., 350 S. Sanford, Pontiac, Michigan.

Termite control problems may be reduced considerably by observing a few minor construction details at the time a building is erected.

This is the theme of a new booklet, "How To Build Out Termites," offered builders and architects by the Terminix Division of E. L. Bruce Co., Memphis, Tenn.

Written in non-technical language and illustrated with easy-to-grasp line drawings, the eight-page booklet tells what every builder should know about termites, then describes the proper procedures for "building out" termites in wood and slab-type construction.

A brief synopsis is given on wood fungi, the carpenter ant, drywood and dampwood termites, the powder-post beetle and other enemies of wood in the home.

For free copy write Terminix Division, E. L. Bruce Company, Box 397, Memphis 1, Tennessee.

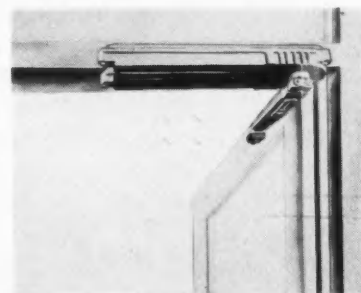
The R. C. Mahon Company has issued a series of new catalogs for 1961, available singly or bound together as a general catalog. Architects and engineers will be especially interested in the new section property and load tables contained in the three Deck and Floor catalogs, and the new load tables in the curtain wall catalog. Their Rolling Steel Door catalog shows details of Mahon's new "jumbo" slat.

Arizona distributor is Beach Building Specialties, Phoenix, or catalogs may be obtained from Mahon at P. O. Box 4666, Detroit 34, Michigan.

Dor-O-Matic Division of Republic Industries, Inc., Chicago, has introduced the new "Headliner" concealed Overhead Door Control, which operates smoothly and quietly, concealed overhead in any doorway head jam or transom bar as slim as $1\frac{3}{4}$ " x $4\frac{1}{2}$ ". Offering highly efficient door control for single or double acting doors in any type building, it sets the scene for good doorway design. No visible hinges, closers, arms or holders interrupt the clean lines of doors or frames even when the door is in the open position.

"Headliner" has a built-in back stop and optional hold open which eliminate the need for door or floor-applied stop devices. The positive centering feature insures invariable closing of door to dead center without over-travel. Door is securely set in the frame in seconds with the fast-set arm and pivot.

For complete information about "Headliner" Concealed Overhead Door Control, write to Dor-O-Matic Division of Republic Industries, Inc., 7350 West Wilson Avenue, Chicago 31, Illinois.



ARIZONA ARCHITECT

CENTRAL ARIZONA CHAPTER NEWS

Architects have been popular lately! A series of invitations has kept them busy (entertained?), including a Producers' Council luncheon on February 20th; an Arizona Masonry Guild luncheon on February 27th; a cocktail party and floor showing by Kentile products on March 6th; and a dinner meeting with the Arizona Society of Professional Engineers on March 9th. The latter meeting provided a panel of architects and engineers who discussed architect-engineer relations.

Welcome to new associate member **Bill Scarbro**, who is with the member firm of **Allan & Olsson**. **George Allan**, by the way, wants his friends to know he is now living and working in Prescott, where the firm has opened an additional office at Suite 1, Union Building, 112 West Gurley.

Jim Plenert has joined **Bennie Gonzales** in the firm of Gonzales, Plenert and Ludlow. Scottsdale getting too crowded?

The regular chapter meeting on March 2nd was a lively, if poorly attended, session. **President Goodwin** opened the meeting for general cussin' and discussin', and after some pointed remarks by PR chairman **Lloyd Ware**, everybody agreed that everybody was talking and nobody was doing anything in the PR area. **Lloyd** hopes to get the ball rolling soon.

The week of February 27-March 3 saw eight members speaking before junior high school groups on the profession. The sessions were in connection with a

SOUTHERN ARIZONA CHAPTER NEWS

Two past presidents of the chapter, **Gerald I. Cain** and **Edward H. Nelson**, have joined with **James A. Wares**, a former director of the Chicago Chapter, in a new architectural firm to be known as Cain, Nelson and Wares. Their office is located in the Broadmoor Center Building, 151 South Tucson Blvd., in Tucson.

Ed Herreras was the featured speaker at the Phoenix Public Library March 8, sponsored by the Vesta Club. The program, under the leadership of columnist **Bert Fireman**, dealt with the history and restoration of San Xavier Mission.

Ned Nelson has been re-elected president of the Tucson Fine Arts Association. He is also co-chairman of the Civic Center Planning Group.

Careers Inc. program, an activity that seeks to guide youngsters in the choice of their careers. Participating members were **Don Miller**, **Harry Youngkin**, **Kemper Goodwin**, **Bob Starkovich**, **Lloyd Ware**, **Ralph Wyatt**, **Reg Sydnor** and **Chuck Hickman**.

This column could be vital and informative, if members kept the chapter office informed.

Only when an architect has succeeded in expressing in a structure the deepest aspirations of his time, i.e. making survival worthwhile, can his building be called architecture.

—Milton D. Lowenstein



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Central Chapter Committees

The following committee appointments for 1961 have been announced by the president. Each committee chairman is indicated in *italics*; board member advisor in parenthesis.

MEMBERSHIP: (Hickman) *Francis Bricker*, Thomas Blackwood, James Witner.

OFFICE PRACTICE: (Schotanus) *Richard Drover*, Ralph Wyatt Earl Horlbeck, Bennie Gonzales.

CHAPTER AFFAIRS: (Goodwin) *Henry M. Arnold*, Reginald Sydnor, Don Miller, Roger Sams.

URBAN DESIGN AND HOUSING: (Nunn) *John Sing Tang*, Anthony Turner, John Scully.

HOME BUILDING INDUSTRY: (Nunn) *Ross Jensen*, Hugo Ollson, Howard Story.

EDUCATION AND REGISTRATION: (Hickman) *Anthony Ellner*, Robert Starkovich, Wayne Saylors.

RESEARCH: (Laraway) *William Knight*, Robert Blakey, Sanford Pollack.

AWARDS, SCHOLARSHIPS AND ALLIED ARTS: (Sholder) *James Elmore*, Robert Kahl, Dale Campbell.

PRESERVATION OF HISTORIC BUILDINGS: (Sholder) *William Lockard*, Lloyd Pike, Ronald Martyn.

SCHOOL BUILDINGS: (Laraway) *Robert Sexton*, Joe Wong, Joseph Casho.

HOSPITALS AND HEALTH: (Brenner) *Bert Thorud*, Ralph Morton, George Christensen.

RELATIONS WITH CONSTRUCTION INDUSTRY: (Brenner) *Max Kaufman*, Donald VanEss, Andrew Tang, Clarence Shanks.

GOVERNMENTAL RELATIONS: (Goodwin) *Fred Weaver*, Fred Guirey, Charles Biggs, Lyle Christensen.

PUBLIC RELATIONS: (Nunn) *Lloyd Ware*, William Baker, Harry Youngkin, Howard Hammons.

COLLABORATION WITH DESIGN PROFESSIONS: (Schotanus) *Charles Montooth*, Michael Defiel, James Williamson.

PROGRAM: *Curtis Schafer*, William Williams,
ARCHITECT IN TRAINING: *Martin Young*, Merlin Pless, John Lunsford.

— AIA —

Any real program offered by a community, whether in the moralities or the arts, in government or industry, which points to better ways of living together, adds momentum to the other influences which make up the more visible advance we call civilization . . . Our job, the job of mankind, is so to organize our world that we can live together without fears and without hatred of each other . . . Each of us has the opportunity during the one life we are privileged to live, to exert our powers to help achieve this purpose.

—Samuel S. Fels

Southern Chapter Committees

The following committee appointments for 1961 have been announced by the president. Each committee chairman is indicated in *italics*.

MEMBERSHIP: *Robert Reid*, Irvin Finical, Robert Ambrose, Ernest Silberschlag, William Eley.

OFFICE PRACTICE: *Bernard Kinsock*, John Beck, Robert Reid, Ellery Green.

CHAPTER AFFAIRS: *James Wares*, David Swanson, William Eley, Edward Nelson, Arthur Darton.

URBAN DESIGN AND HOUSING: *Nicholas Sakellar*, Edward Nelson, Bernard Friedman, William Wilde, Irvin Finical.

HOME BUILDING INDUSTRY: *Howard Peck*, Carl John, Gerald Cain, Kirby Lockard, Fred Pace.

EDUCATION: *Arthur Brown*, Lionel Chadwick, Fred Jobusch, Ellery Green, Dale Slayter.

REGISTRATION: *Fredrick Edson*, Bernard Kinsock, Frederick Cole, Robert Maassen, Robert L. Nelson.

RESEARCH: *John Beck*, Arthur Brown, Gail Buckmaster, Dennis Brizee, Leland Lawrence.

AWARDS, SCHOLARSHIPS AND ALLIED ARTS: *Sidney Little*, Robert Ambrose, Lionel Chadwick, Ellery Green, Mike Lugo.

PRESERVATION OF HISTORIC BUILDINGS: *William Hazard*, Paul Deno, E. D. Herreras, Lewis Hall.

SCHOOL BUILDINGS: *Fred Jobusch*, Cook, Robert Reid, Dennis Brizee, Paul Norris.

HOSPITALS AND HEALTH: *Hilda Wilson*, William Hazard, James Wares, Robert Maassen, Edmund Sutterly.

RELATIONS WITH CONSTRUCTION INDUSTRY: *Santry Fuller*, Robert Ambrose, Ben Huie, Gerald Bailey, Robert Bender.

GOVERNMENT RELATIONS: *Edward Nelson*, Terry Atkinson, Fredrick Edson, Bernard Aros, Gudmund Martinson.

PUBLIC RELATIONS: *Irvin Finical*, Robert Cox, John Beck, Richard McClanahan, Gordon Brown.

COLLABORATION WITH THE DESIGN PROFESSIONS: *Lionel Chadwick*, Duane Cote, William Goldblatt, Robert Reid, Mike Lugo.

— AIA —

Surely all of us ought to realize the need in this century of a loftier idealism than we have had in the past; and the further and even greater need that we should in actual practice live up to the ideals we profess. The things of the body have a rightful place and a great place. But the things of the soul should have an even greater place. Materialism, in the end, eats like an acid into all the finer qualities of our souls.

—Theodore Roosevelt

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IN THE BOOK WORLD

THE MEASURE OF MAN, by Henry Dreyfuss, is precisely what the name says. With charts, (two of them life-size), illustrations and tables, this book gives the designer information on space required by men, women and children, and portions of their bodies, for a large variety of physical activities: standing, sitting, prone, crawling, squatting, kneeling, climbing, lifting, etc. Differences accounting from age are noted, and charts are supplied on the comfort zone and human tolerances of many environmental factors — heat, humidity, noise, light, mechanical vibration, carbon dioxide, atmospheric pressure, ventilation, etc. The author, recipient of the Gold Medal of the Architectural League in 1951 and a Fellow and past president of the American Society of Industrial Designers, developed his diagrams in the course of designing a wide variety of interiors for an impressive list of clients. Published by Whitney Library of Design at \$4.95.

ARCHITECTURAL PRESENTATION IN OPAQUE WATERCOLOR by Chris Choate. A complete self-study course from the fundamentals to advanced techniques. Valuable to the student who wishes to master the most effective medium for architectural presentation; to the architect who wishes to explore the possibilities of a more dramatic style of rendering; and to the professional renderer who is not at present working in color or opaque, but wishes to do so. 158 pages. Illus. \$12.50. Reinhold.

THE CHATEAUX OF THE LOIRE by Madeleine Bie. Photographs by Knecht, Jeanbrau, Descharnes et al. The many exquisite chateaux that garland the banks of the river Loire — their turrets and towers, moats and gardens, furnishings and tapestries — create a fairyland of architecture set in some of the loveliest countryside in the world. The most notable castles and manor houses of the region are here pictured in sixty-three magnificent full color photographs by Europe's fine camera artists. There are perspective and closeup shots showing exterior and interior features of Amboise, Angers, Blois, Chaumont, Cheverny, Langeais, Saumur, Valencay and many other famous places. Each view is accompanied by illuminating text material that gives something of the history, background, owners, events and special quality associated with each building. \$4.95. Tudor.

DRAFTING AND SKETCHING by J. W. Giachino and Henry J. Beukema. The purpose of this book is to present an overview of the significant fields of drafting with practices currently recognized by industry, and basic graphical forms of representation which are needed by students of engineering and technology. Designed to develop in the student the ability to solve engineering problems, create design requirements and convey engineering ideas. 400 pages. Illus. ATS.

CONTEMPORARY AMERICAN PAINTING AND SCULPTURE, 1961, with an introduction by Allen S.

Weller. The best recent works of 155 modern American artists are on display in this famous catalog issued in connection with the biennial Festival of Contemporary Arts held at the University of Illinois. There is a photograph of each artist and his work in the exhibit, plus biographical sketches of the artists and in many cases statements by the artists about their work. 250 pages. Illus.

MICHELANGELO'S THEORY OF ART by Robert J. Clements. The author offers a unified view of Michelangelo's thoughts, opinions, and seeming contradictions on all the arts he practiced so vigorously and brilliantly. 468 pages. Illus. \$10.00. N.Y.U. Press.

A LOOK TO THE FUTURE and BUILDING RESEARCH PLANS FOR THE 60's. Assembled under one cover are the proceedings of two programs conducted at the Building Research Institute 8th Annual Meeting. Look to the Future is composed of three papers on: city planning, the housing industry, and designing in the next decade. Research Plans for the 60's and their effect on 1970's buildings is a series of six papers by the research directors of six of the largest building products manufacturing companies in the U.S. revealing some of their current research for tomorrow's products. 1959. 58 pages. Mimeo. \$2.00. BRI.

CREATIVE COLOR by Faber Birren. In his latest book, the author demonstrates his exciting thesis: a knowledge of perception is the springboard to a far more inventive use of color in art today. Beginning with a lucid interpretation of modern gains in color knowledge, Mr. Birren goes on to extract the practical meaning of perception psychology for the modern artist and designer. His original contribution is the development of a new "band" of color effects that are immediately applicable in such fields as commercial art, package design, ceramic and textile design. Used by the artist, they could lead, as the author hopes, to an entirely new orientation for modern art. 128 pages. Illus. \$10.00. Reinhold.

HOSPITALS, CLINICS, AND HEALTH CENTERS by the editors of *Architectural Record*. Complete source of background information on the problems of planning medical buildings and the methods that can be used to solve them. Medical buildings and facilities of practically every type are shown in great detail, each chosen to illustrate a particular problem and its solution. 265 pages. Illus. \$9.75. Dodge.

LANDSCAPE ARCHITECTURE: THE SHAPING OF MAN'S NATURAL ENVIRONMENT by John O. Simonds. An illustrated, compelling presentation of ideas and experiences on the entire landscape process, from site selection to completed project. Every principle, element, and procedure receives attention. Hundreds of photographs and unusual line drawings by the author help make this the most authoritative source of ideas and information available. 244 pages. Illus. \$12.75. Dodge.

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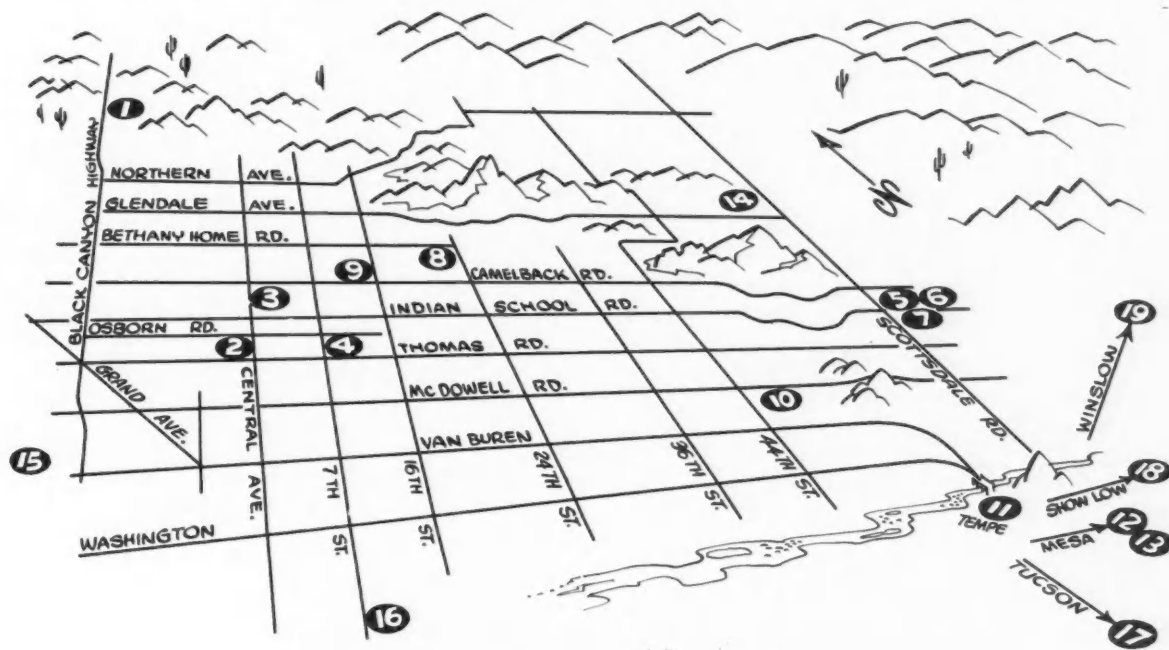
Central Arizona Chapter, A.I.A.

Books

MAKING OUR MARK

ARIZONA ACOUSTICS is just a little over a year old now and, my oh my, have we been busy! Not only have we met and offered our services and products to practically every architect and mechanical engineer in the State, but we have also managed to contract for sixty-one jobs in this period. We have spotted below just

a few jobs where we have left our mark. We are extremely proud of these jobs and so are our clients. We invite you to visit some of them to see for yourself the type of conditioned comfort and superb workmanship and materials that we offer. And we invite you to call us on your next acoustical and ceiling problem.



Partial List of ARIZONA ACOUSTICS' Installations

1. Sperry Phoenix Co. - Airson-Acoustone ventilating acoustical ceilings in second floor executive suite.
2. 111 West Osborn Building - Kemp SoundLock panels on Airson ventilating grid system in both floors of new addition. John Schotanus, Jr., Architect; Lowry & Sorensen, Engineers; Kitchell Phillips Contractors, Inc., General Contractor and owner.
3. Additions to Central High School* - Geocoustic Units in classrooms and band room, grid system and glass fibre ceiling board panels in corridors; John Sing Tang, Architect; Baker, Moody & Frederickson, Engineers; C. O. Johnson & Sons, General Contractor.
4. New Phoenix Country Club - Airson-Acoustone tile ventilating acoustical ceilings in men's grille and card room, first floor. Edward L. Varney Assoc., Architects; R. B. Lockerby, Engineers; Kitchell Phillips Contractors, Inc., General Contractor.
5. Kachina Theatre - acoustical engineering and installation of Geocoustic Units and other acoustical treatment; Ray Parrish, Architect; E. L. Farmer Const. Co., general contractor.
6. Nace Office Building - Airson-Acoustone tile ventilating acoustical ceilings throughout. Ray Parrish, Architect; E. L. Farmer Const. Co., general contractor.
7. Sugar Bowl, Scottsdale - small but dramatic installation of Auditone acoustical tile to

- remedy a grievous sound problem. Direct contract with owner.
8. First Baptist Church - Acoustone ceilings in nave, wood fibre tile in other areas. Mel Ensign, Architect; E. F. Hargett, general contractor.
9. Read Mullen Ford* - Auditone acoustical ceilings throughout. H. H. Green, Architect; Hal Grammer, general contractor.
10. Motorola Transistor Plant and Office addition - Motif'd Acoustone, Acoustone "F," and Auditone acoustical ceilings. E. L. Varney Assoc., Architects; TGC Construction Co., general contractor.
11. College of Education, ASU* - Airson ventilating grid system with Kemp SoundLock Panels throughout. E. L. Varney Assoc., Architects; Lowry & Sorensen, Engineers; TGC Construction Co., General Contractor.
12. New Gymnasium, Mesa High School* - acoustical engineering and Geocoustic Units in gymnasium, wood fibre tile in other areas. Horlbeck & Hickman, Architects; Stacey Const. Co., General Contractor.
13. Public Works Building for City of Mesa* - Airson-Acoustone tile ventilating acoustical ceilings throughout. Horlbeck & Hickman, Architects; Biddle and Young Engineers; P G & H Const. Co., General Contractor.
14. St. Barnabas on the Desert Church* - acoustical engineering and special acoustical

- screen in nave, Motif'd Acoustone ceilings in classrooms, Hansostar acoustical tile in other areas. T. S. Montgomery, Architect; Redden Const. Co. General Contractor.
15. Additions to Carl Hayden High School* - Kemp SoundLock Panels in corridors, fissured Acoustifibre tile in classrooms, and other acoustical treatment. Weaver and Drover, Architects; Lowry & Sorensen, Engineers; Packer Construction Co., general contractor.
16. American Concrete Pipe Co. - Airson ventilating grid system with Hansoboard ceiling board. Robert Helgeson, Architect; Johannessen & Girard, engineers; Gene Sauer, general contractor.
17. Veteran's Administration Hospital, Tucson* - Airson ventilating grid system with Ultracoustic ceiling board in patient rooms and wards, etc., in the remodeling of Building 2. Place and Place, Architects; John Paul Jones, Engineers; Kay Cee Construction Co., General Contractors.
18. Show Low Bowl - serrated ceilings and standard grid system throughout with glass fibre ceiling board. Timber Lam Builders, Inc., General Contractor.
19. Mountain States Telephone Co., Winslow - Airson ventilating grid system with Ultracoustic ceiling board in office areas. Bricker and Busby, Architects; Lowry & Sorensen, Engineers; Asa Eckel, general contractor.

*Under construction at this printing

ARIZONA ACOUSTICS

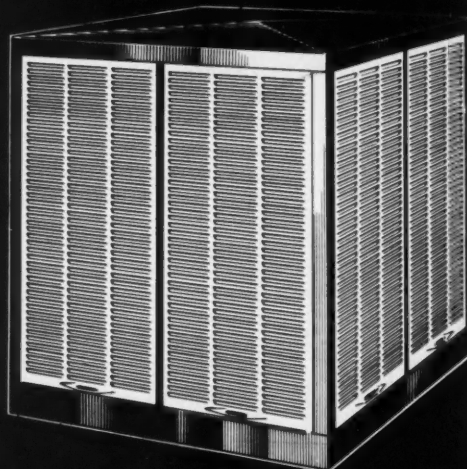
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